

Message Text

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ACTION NEA-10

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FM AMEMBASSY DAMASCUS
TO MR. DAVID C. SCOTT, CHAIRMAN
ALLIS-CHALMERS CORPORATION
1205 S. 70TH ST.
MILWAUKEE, WISCONSIN 53201
INFO SECSTATE WASHDC 3685
USDOC WASHDC
AMEMBASSY BEIRUT

UNCLAS DAMASCUS 2194

STATE FOR NEA/ARN
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EO 11652: N/A
TAGS: BEXP, SY
SUBJECT: DAMASCUS INTERNATIONAL FAIR

DEAR MR. SCOTT:

I UNDERSTAND THAT ALLIS-CHALMERS HAS BEEN SENT INFORMATION
CONCERNING THE DAMASCUS INTERNATIONAL FAIR (JULY 25-AUGUST 20)
BY THE CAGNE OFFICE IN THE DEPARTMENT OF COMMERCE (TEL 202/967-5341).

I WANTED TO INFORM YOU PERSONALLY CONCERNING THE FAIR AND
ENCOURAGE PARTICIPATION BY ALLIS-CHALMERS. THE GOVERNMENT OF
SYRIA AND THE FAIR AUTHORITY IS MOST EAGER TO HAVE AMERICAN
PARTICIPATION AFTER OUR VERY SUCCESSFUL EXHIBITION LAST YEAR
AND HAS CONSTRUCTED A NEW U.S. PAVILION AT AN EXCELLENT LOCATION
ON THE FAIRGROUNDS. THE DEPARTMENT OF COMMERCE HAS AGREED TO
SUPPORT A COMMERCIAL PRESENCE FAIR PARTICIPATION IN THE FAIR
AND HAS ALREADY SENT OUT ITS EXHIBITION DIRECTOR.

AS 33 AMERICAN CHIEF EXECUTIVES OF LEADING U.S. CORPORATIONS
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HEARD DIRECTLY FROM PRESIDENT ASAD ON JANUARY 21,

AMERICAN BUSINESS FIRMS WILL BE WARMLY WELCOMED TO SYRIA AND THE SYRIAN GOVERNMENT LOOKS FORWARD TO COOPERATING WITH AMERICAN COMPANIES. I AND THE EMBASSY STAFF AND THE DEPARTMENTS OF STATE AND COMMERCE STAND READY TO ASSIST YOUR COMPANY IN DEVELOPING BUSINESS IN THIS RAPIDLY DEVELOPING MARKET --U.S. EXPORTS, WHICH HAVE AVERAGE \$25 MILLION PER YEAR OVER THE LAST SEVERAL YEARS, ARE NOW WELL OVER \$150 MILLION IN THE LAST NINE MONTHS. WE HAVE ESTABLISHED A NEW AID RELATIONSHIP WITH SYRIA WHICH SHOULD HELP MANY AMERICAN FIRMS SELL IN THIS MARKET (E.G., COMMODITY IMPORT FINANCING UP TO \$30 MILLION FOR AGRICULTURAL IMPLEMENTS AND TRACTORS, CONSTRUCTION EQUIPMENT, ETC., WHICH MEET EXACTLY ALLIS-CHALMERS LINE; PROCUREMENT UNDER OUR LOAN SHOULD BEGIN IN A MONTH OR SO).

ALLIS AND FIAT-ALLIS ARE WELL-KNOWN IN SYRIA THROUGH THE AGGRESSIVE SALES EFFORTS OF THE WELL-KNOWN SYRIAN BUSINESSMAN ABDUL RAHMAN ATTAR OF ATTAR BROTHERS AND SYRIAN DEVELOPMENT COMPANY.

I BELIEVE YOUR COMPANY'S PARTICIPATION IN THIS FAIR WILL DEFINITELY ENHANCE YOUR OPPORTUNITIES FOR SALES TO SYRIA AND I SINCERELY LOOK FORWARD TO PARTICIPATION BY ALLIS-CHALMERS, AND I LOOK FORWARD TO HEARING FROM YOU OR YOUR REPRESENTATIVE. SINCERELY, /S/ RICHARD W. MURPHY, AMBASSADOR.
PELLETREAU

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